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Advertising Age

50 YEARS 1930-1980

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New ads, new cities

The superpremium beer from Adolph Coors Co., Herman Joseph's 1868, is getting a new campaign as three new test sites (Albuquerque, Tucson and Odessa/Midland, Tex.) open up. It replaces an earlier "big night" effort (AA, May 19) in other Texas and California tests, too, beginning Aug. 18, via Ted Bates & Co.

K-C picks Anyday to fight J&J lead

By JENNIFER ALTER

CHICAGO—Kimberly-Clark Corp. will launch Anyday Pantiliners, under its New Freedom brand, nationally next month with a network tv, consumer magazine and sampling drive breaking in mid-October.

Anyday Pantiliners, to be shipped Sept. 1, are similar to K-C's Kotex Lightdays Pantiliners, but they are said to be more absorbent and slightly heavier than that product, launched in 1975 with $3,000,000 in ad support.

Observers believe Anyday is K-C's attempt to gain the share it never attained with Lightdays. Soon after the Lightdays introduction, Johnson & Johnson countered with Carefree Pantishields, which met with a more enthusiastic reception, sources report.

Anyday, as its name suggests, will be recommended as a liner for use any day. It will be marketed in boxes of 16, 30 and 48. The target audience is similar to that pegged by Carefree—upscale career women, highly educated and on the go, with an unstated characteristic of sexual activity (the development project was code-named "Operation Score").

▪ To reach this group, the introductory media plan includes ads in November issues of *Cosmopolitan*, *Glamour* and *Vogue*. Ads also will run in shelter books, such as *Better Homes & Gardens* and *Good Housekeeping*, and in general in-

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Media Corp. sold; creditors in dark

By LOUIS A. FANELLI

NEW YORK—Nearly one year to the day after Media Corp. of America announced that it owed media more than $13,000,000, but expected to stay in business, the media buying service filed for reorganization under Chapter 11 of the Bankruptcy Act.

Although those following the troubled company expressed little surprise over this development, more than a few eyebrows and questions were raised when court papers, filed here Aug. 1, revealed the company is being purchased.

The new owner, Delbert W. Coleman, a Chicago investor and president of Enness Realty Corp., Chicago, has agreed to put up $200,000 in what appears to be the purchase price. According to his lawyers, $100,000 will be used to help repay creditors, and the additional $100,000 will be used as a capital investment in the company.

▪ The $100,000 that will be distributed among creditors is little more than a token, however, since Main Lefrentz & Co., accountants for Media Corp.'s creditors' committee, said that current outstanding debts to creditors amount to approximately $7,500,000.

A number of sources, who asked not to be identified, speculated that Mr. Coleman's purchase of MCA was specifically engineered as a tax write-off. The tax advantage on a $7,500,000 loss—the money owed creditors—could be approximately $3,750,000.

While little is known here about Mr. Coleman, he is said to have dealings in Chicago and Las Vegas real estate and to have been involved in an unsuccessful attempt to purchase the Aladdin Hotel in Las Vegas. Repeated attempts to contact Mr. Coleman were unsuccessful.

The list of creditors still owed money by Media Corp. reads like a "Who's Who in Media" list. Among the 20 largest creditors are Metromedia Inc., owed $105,851; Pacific Outdoor Advertising, owed $153,000; *People* magazine, about $114,000; *TV Guide*, approximately $117,000; *Penthouse* International, $31,304, and Metro Sunday Newspapers, $39,084. Jointly, the 20 creditors are owed approximately $850,000. In all, there are some 2,600 creditors.

Under a payment plan first worked out by Albert B. Shepard, president of Media Corp., and its creditors committee last August, Mr. Shepard agreed to personally guarantee 8% of the outstanding debt, payable over a three-year period. Now, with the first payment due this winter, the bankruptcy filing may make it even more difficult for creditors to collect.

Reached by telephone, Mr. Shepard refused comment on the Chapter 11 petition or the part Mr. Coleman is playing in the company. He is apparently conducting business at the Media Corp. ad-

(Continued on Page 74)

Convention-al tv

Affiliates competing, but nets don't mind

By COLBY COATES

NEW YORK—For many practitioners of television news, the 1980 presidential conventions are watershed events, marking the passing of the film and land-line news era while firmly establishing a new age of electronic journalism and satellite distribution.

Nowhere is this changing face of tv news more apparent than at the local station level where news directors, fully aided and abetted by their respective networks, are going after major national and international stories, but reporting them from a hometown perspective. The conventions are prime examples.

"Local coverage like this only adds to the network coverage so we certainly don't view it as a competitive situation," said David Burke, vp-assistant to the president, ABC News. "Strong coverage helps the local product, which certainly is to the network's benefit."

▪ Because of the obvious national importance of the presidential conventions and the availability of the electronic gear, the 1980 conventions are setting new standards in intensive locally oriented coverage—and in attracting more journalists than delegates. At the opening of the Democratic convention here this week, the radio and tv gallery of the 1980 Democratic Committee expected more than 3,000 broadcast reporters representing 400-plus organizations. Over-all, more than 11,000 news-connected personnel will be on hand.

At the 1976 Democratic gathering, also in New York, 2,000 broadcast reporters showed up. Four years ago the Republicans attracted approximately 1,500 broadcast reporters, compared to the 2,300-plus on hand in Detroit for Ronald Reagan's moment of glory.

▪ All this comes as no surprise to Philip McHugh, chairman, McHugh & Hoffman, the network and local news consultancy. "Now that the technology and satellites are available, local stations are able to personalize a convention," he said. "The idea is to let the local viewers know what their delegates

(Continued on Page 74)

NEWSPAPER
AA MAR81
DC2001 4CCNGL IHAGNR 02115920013
R HAGERMAN SECY TO SR VP
CONGRESSIONAL INFO SERVICE
7101 WISCONSIN AVE
WASHINGTON DC 20014
3

last minute news

P&G tests Ivory shampoo as lower-price entry

CINCINNATI—Procter & Gamble Co. will move Ivory shampoo into test in St. Louis next month in 7-oz. and 16-oz. white bottles, in normal-to-dry and oily formulas. Supported by tv breaking Sept. 29 and couponing, Ivory will be positioned as a lower-price brand. Agency not determined. P&G's Head & Shoulders conditioning formula shampoo, after a year-long St. Louis test, will go national late this month with tv and couponing beginning Oct. 12. TLK, Chicago, handles.

MacDougall departs own shop for SSC&B posts

NEW YORK—Malcolm MacDougall, exec vp-director of creative services and co-founder of the Boston-based Humphrey Browning MacDougall agency, is joining SSC&B here Sept. 2 as exec vp-creative director, director and executive committee member. He'll report to his former BBDO associate, John Bergin, SSC&B vice-chairman and director of creative services.

Case & McGrath, Jordan talking merger

NEW YORK—James Jordan Inc. and Case & McGrath, billing $40,000,000 and $42,000,000, respectively, are engaged in merger talks. The proposed marriage would set up an account conflict involving National Distillers' brands at Case and Kobrand Corp.'s Beefeater gin at Jordan. Sources close to the negotiations said Beefeater would be retained should the merger go through.

Marschalk's Wainwright named Bloom chairman

DALLAS—C. Anthony Wainwright, former exec vp-general manager, Marschalk, New York, has been named chairman-ceo of the Bloom

(Continued on Page 8)

highlights

Monday, Aug. 11, 1980

In the third and last part of a 150-market analysis of audience share, ADVERTISING AGE looks at syndicated fare in markets 101 through 150, Colorado Springs to Albany, Ga., as reported in the May Arbitrons, on *Pages 56 and 58*.

Horror pictures are set to glut the Halloween market, and major studios lurk behind the trend. *See Page 4*.

McCann-Erickson, Chicago, denies breach of contract and negligence charges in a pending lawsuit between the agency and a group of Florida licensees of Budget Rent A Car. *See Page 6*.

"Donahue" to "Today" rumors pace the fact and fancy flowing from NBC. *See Page 10*.

The microwave oven will heat up markets in Mexico and Brazil as Litton Microwave expands its Latin America sales efforts. *See Page 12*.

The nation's chemical industry battles its own image problem. *See Page 14*.

Five "independent" Reagan for President Committees are gearing up for big-dollar ad campaigns this fall. *See Page 24*.

International Talent Negotiators adds a sports unit as it pursues stars for many areas besides advertising. *See Page 37*.

Essence magazine enters the direct market field with a clothing and housewares catalog, and its two top executives discuss the magazine's 10-year history and plans. *See Page 34*.

Washington editor Stanley E. Cohen and associate editor Richard L. Gordon interview Robert E. Lee, senior member (in terms of years) of the Federal Communications Commission, on television licensing, the equal time act and cable. *See Page 41*.

Hooper White lists seven courses of action that can be taken during commercial production that are sure to add to costs—but not value. *See Page 45*.

Alan Eirinberg looks at a home banking system being tested in Miami and some systems that are scheduled for tests in other major markets across the U.S. *See Page 48*.

Down under Diarist Henry Mendelson reports on trade union ad campaigns, fm radio problems, Robin Hood and Friar Tuck among other subjects. *See Page 49*.

Purring like a Rolls, J. Walter Thompson Co. has motored smoothly back into the lead as Britain's top agency. *See Page 52*.

Displaying new products is the purpose behind ADVERTISING AGE Week's Idea Display Center, Aug. 19 to 21 in Chicago. *See Page 63*.

Norton Simon Inc. may be considering sale of Hunt-Wesson and Canada Dry. *See Page 65*.

Bag-a-Bug trap uses sex to lure the Japanese beetle to his death. *See Page 66*.

David Auchincloss resigns as exec vp at Newsweek Inc. *See Page 71*.

Family Circle fights slumping sales with new ad rate plans. *See Page 75*.

FTC investigates Procter & Gamble sales practices for possible violation of the Robinson-Patman Act. *See Page 78*.

Wall Street Final publisher Michael Goldstein, his new paper not yet two months old, already plans to start a second daily. *See Page 78*.

Section 2

The nation may be what it eats, but that is little consolation for some in the food service industry who are faced with the tangle of recession. Yet, as Section 2/Food Service notes this week, companies are sharpening their marketing strategies to ward off the hard times. This and other views of the $110 billion-plus industry begin opposite Page 40.

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ARBITRON AUDIENCE SHARE RANKINGS IN MARKETS 101-150 58

Vol. 51, No. 34—ADVERTISING AGE (ISSN 0001-8899) is published weekly, except semiweekly the third week in March, the second week in September at 740 Rush Street, Chicago, IL 60611. Second-class postage paid at Chicago and additional mailing addresses.

Top 30 advertisers in food service publications

1979

1979 Rank	Advertiser	Pages 1979	Pages 1978	1978 Spending
1.	Procter & Gamble	334	361	$1,195,933
2.	Armour Food Service	259	249	787,084
3.	Kraft	233	267	884,133
4.	Rich Products	181	186	580,000
5.	Hobart	162	186	500,706
6.	Tyson Foods	149	136	462,896
7.	Ore-Ida	141	143	543,479
8.	Nestle	141	41	506,623
9.	Sexton	128	151	407,349
10.	Carnation	124	96	421,693
11.	Sweetheart Plastics	122	102	436,102
12.	General Foods	115	96	448,524
13.	Bloomfield Industries	133	110	378,597
14.	Coldwater Seafood	110	87	345,950
15.	Lamb Weston	110	104	384,034
16.	Castle & Cooke	104	56	403,586
17.	Durkee Food Service	102	90	349,731
18.	Amstar	100	35	294,480
19.	Cambro	98	114	226,089
20.	NIFDA	97	141	281,729
21.	Kitchens of Sara Lee	96	62	330,287
22.	North Atlantic Seafood	96	93	264,199
23.	General Electric (all divisions)	95	65	245,046
24.	Economics Laboratories	93	104	314,383
25.	Fort Howard Paper	92	141	333,602
26.	Hunt Wesson	91	82	364,310
27.	Florida Citrus	90	90	324,702
28.	Campbell Soup	90	71	315,374
29.	Oscar Mayer	89	92	295,810
30.	Rubbermaid	83	69	259,704

Note: Spending is determined by using the six-time rate for either 4-color or b&w.
Source: Patterson Advertising Reports

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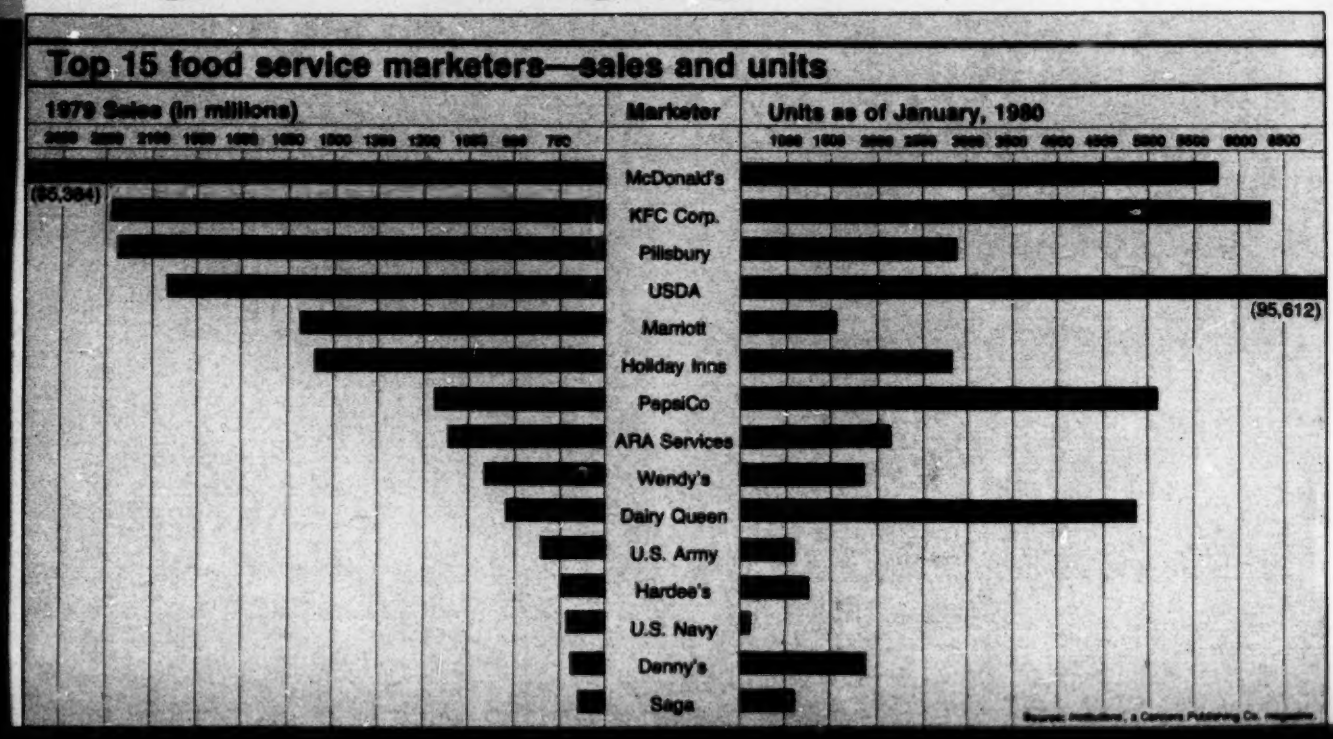
View from above

Meeting the changing market



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Arbitron audience share rankings in markets 101-150

Spotlight on tv affiliates' and independents' rivalry

Station	Sign-on Sign-off	prime	access	early fringe
COLORADO SPRINGS-PUEBLO (101)				
KRDO-TV (A)	35	36	26	23
KOAA-TV (N)	27	28	34	28
KKTV (C)	27	30	27	31
EL PASO (102)				
KDBC-TV (C)	26	24	21	24
KTSM-TV (N)	26	28	21	23
KVIA-TV (A)	23	24	21	18
KCIK	4	3	8	8
MADISON, WIS. (103)				
WISC-TV (C)	36	34	41	36
WMTV (N)	27	29	31	24
WKOW-TV (A)	24	27	16	22
ROCKFORD (104)				
WREX-TV (A)	28	30	15	26
WTVO (N)	23	25	30	19
WIFR-TV (C)	20	23	31	19
WQRF-TV	5	5	2	9
WISC-TV (C) (Madison)	3	3	5	2
GREENVILLE-NEW BERN-WASHINGTON, N.C. (105)				
WNCT-TV (C)	34	31	29	27
WITN-TV (N)	29	33	30	24
WCTI-TV (A)	22	24	22	31
WRAL-TV (A) (Raleigh)	4	4	7	7
DULUTH-SUPERIOR (106)				
KDLH-TV (C)	33	34	42	33
WDIO-TV (A)	29	28	17	32
KBJR-TV (N)	25	26	29	19
AMARILLO (107)				
KVII-TV (A)	39	34	42	49
KAMR-TV (N)	25	29	41	25
KFDA-TV (C)	17	21	5	8
WTBS (Atlanta)	6	4	1	5
TERRE HAUTE (108)				
WTHI-TV (C)	38	34	35	39
WTWO (N)	32	32	40	28
WBAK-TV (A)	7	12	4	5
WTTV (Bloomington-Indianapolis)	5	4	5	9
WTVW (A) (Evnsv.)	5	6	2	4
AUGUSTA (109)				
WJBF (A)	37	37	43	38
WRDW-TV (C)	33	33	30	35
WATV-TV (N)	10	12	5	9
WTBS (Atlanta)	4	4	4	4
WIS-TV (N) (Columbia, S.C.)	3	3	3	4
WICHITA FALLS-LAWTON (110)				
KAUZ-TV (C)	27	30	26	20
KFDX-TV (N)	26	27	25	22
KSWO-TV (A)	24	25	27	26
KTVY (N) (Oklahoma City)	4	3	4	4
MONROE-EL DORADO (111)				
KNOE-TV (C)	58	51	57	57
KTVE (A)	18	21	18	17
KLAA (N)	4	7	2	1
JOPLIN, MO.-PITTSBURG, KAN. (112)				
KOAM-TV (N)	38	34	29	23
KODE-TV (A)	26	29	31	32
KTVJ (C)	17	22	21	18
COLUMBUS, GA. (113)				
WTVM (A)	34	31	36	31
WRBL-TV (C)	33	32	27	33
WYEA-TV (N)	11	16	16	10
WTBS (Atlanta)	5	5	4	5
WSFA-TV (N) (Montgomery)	4	4	5	5
SALINAS-MONTEREY (114)				
KNTV (A) (San Jose)	25	29	13	22
KSBW-TV (N)	23	26	16	20
KMST (C)	15	18	27	10
KTVU (San Francisco)	10	8	8	11
KGO-TV (A) (San Francisco)	7	4	6	16
KPIX (C) (San Francisco)	6	4	17	6
KRON-TV (N) (San Francisco)	4	3	5	5
LAFAYETTE, LA. (115)				
KLFY-TV (C)	41	37	37	39
KATC (A)	31	35	26	32
KPLC-TV (N)	9	13	9	7
KALB-TV (N/A) (Alexandria)	5	5	4	3
WAFB-TV (C) (Baton Rouge)	5	4	16	9
WBRZ (A) (Baton Rouge)	3	2	4	4
SANTA BARBARA-SANTA MARIA-SAN LUIS OBISPO (116)				
KSBY-TV (N)	22	22	15	18
KEYT (A)	17	23	13	10
KCOY-TV (C)	15	18	24	7
KNBC (N) (Los Angeles)	9	9	7	12
KTLA (Los Angeles)	7	5	7	6
KTTV (Los Angeles)	7	6	11	9
KABC-TV (A) (Los Angeles)	6	5	7	10
KNXT (Los Angeles)	6	3	6	15
KCOP (Los Angeles)	4	3	3	4
KHJ-TV (Los Angeles)	3	3	3	6
CHARLESTON, S.C. (117)				
WCSC-TV (C)	40	37	51	43
WCIV (N)	28	29	21	29
WCBD-TV (A)	25	28	23	25
WILMINGTON, N.C. (118)				
WECT (N/C)	39	35	28	39
WWAY (A)	24	26	30	23
WBTW (C/A) (Florence, S.C.)	9	9	4	9
WTVD (C) (Durham)	6	8	13	9
WTBS (Atlanta)	4	4	3	3
WRAL-TV (A) (Raleigh)	3	3	5	5
BEAUMONT-PORT ARTHUR (119)				
KFDM-TV (C)	44	38	53	49
KJAC-TV (N)	26	34	22	19
KBMT-TV (A)	24	26	16	25
SAVANNAH (120)				
WTOC-TV (C)	38	35	30	45
WSAV-TV (N)	31	33	32	33
WJCL (A)	17	19	22	16
WTBS (Atlanta)	4	3	3	5
SIOUX CITY (121)				
KCAU-TV (A)	34	34	42	29
KTIV (N)	31	29	22	36
KMEG-TV (C)	11	13	14	16
KELO-TV (C) (Sioux Falls)	5	6	5	4
KSFY-TV (N) (Sioux Falls)	4	4	7	4
MONTGOMERY (122)				
WSFA-TV (N)	55	45	48	67
WCOV-TV (C)	15	20	14	13
WKAB-TV (A)	10	15	17	5
WTBS (Atlanta)	5	3	3	5
WTVY (Dothan)	4	5	5	2
LA CROSSE-EAU CLAIRE (123)				
WKBT (C)	32	34	41	25
WEAU-TV (N)	29	27	22	36
WXOW-TV (A)	10	12	8	11
KSTP-TV (A) (St. Paul/Minneapolis)	4	5	2	7

(Continued on Page 58)

Access period hot territory in smaller markets

By MAURINE CHRISTOPHER

NEW YORK—Which syndicated series do well with viewers in the smaller markets in the much-sought-after access half hour?

Quizzes, "M*A*S*H," "PM Magazine" and the Muppets all drew some whopping audience shares in markets 101 through 150 as measured in the Arbitron May sweeps.

These shows rose like cream on the morning milk down on the farm when a top ten access list was compiled for territory ranging from Colorado Springs to Albany, Ga. This is part three of a 150-market analysis of the audience share competition between affiliates and independent stations across the country.

■ The highest access score in markets 101 to 150 went to KVVU-TV, a Las Vegas indie, which got a 58 household share by stripping 20th Century-Fox' hit sitcom as "M*A*S*H 2." The lead-in was "M*A*S*H 1."

Runner-up with a 57 share was KNOE-TV, Monroe, La.-El Dorado, Tex. This CBS affiliate was one of three access top tenners that triumphed by going counter to the stripping trend. KNOE-TV filled the valuable half hour which leads into network prime time with one day of "Hollywood Squares," from Filmways, mixed with two days of "Family Feud," from Viacom and two days of "$100,000 Name That Tune," from Sandy Frank.

Other stations on the small-town top ten access list were WCTV, Tallahassee, 56 with "M*A*S*H," KFDM-TV, Beaumont-Port Arthur, Tex., 53 with "PM Magazine" from Group W, and WMAZ-TV, Macon, Ga., 52, thanks to "Tic Tac Dough" from Colbert TV Sales. The same game drew a 51 for WCSC-TV, Charleston, S.C., and WABI-TV, Bangor, Me.

A three-way eighth-place tie rounded out the winning circle. KLBK-TV, Lubbock, scored a 48 access share with a "Joker's Wild" strip. KFYR-TV, Minot-Bismarck-Dickinson, matched this by scheduling two days of "Family Feud" and one each for "Price Is Right," "$100,000 Name That Tune" and Muppets.

WSFA-TV, Montgomery, struck a blow against stripping by offering a different attraction during its choice half hour each day of the week, and in the process drew an average monthly share of 48. Booked in its access half hour from Monday through Friday were the Muppets, "Wild Kingdom," local news, "$100,000 Name That Tune" and "Family Feud." Largest share was registered by the news—a 54—followed by Miss Piggy & Co. at 53.

■ Several of these same stations were standouts in the sign-on to sign-off column as well. Leading the list in that respect was KNOE-TV, Monroe, a CBS affiliate, with 58.

Tables in this analysis, like those published earlier for markets No. 1 to 101, include shares for early fringe and prime time as well as sign-on to sign-off and access. Any station from within or without the market was included if Arbitron credited it with at least a three sign-on to sign-off share. #

Arbitron audience share rankings in markets 101-150

Spotlight on tv affiliates' and independents' rivalry

(Continued from Page 56)

Station	Sign-on Sign-off	prime	access	early fringe
WCCO-TV (C) (Minneapolis/St. Paul)	4	4	5	4
KTTC (N) (Rochester, Minn.)	3	3	3	4
BINGHAMTON (124)				
WBNG-TV (C)	39	32	23	43
WICZ-TV (N)	13	18	13	7
WMGC-TV (A)	10	15	8	6
WPIX (New York)	4	4	5	3
WSTM-TV (N) (Syracuse)	4	3	6	3
WIXT (A) (Syracuse)	3	2	3	7
LUBBOCK (125)				
KLBK-TV (C)	30	30	48	28
KCBD-TV (N)	27	28	10	24
KAMC-TV (A)	23	23	25	22
WTBS (Atlanta)	3	3	3	4
LAS VEGAS (126)				
KLAS-TV (C)	27	29	19	39
KVBC (N)	25	26	8	17
KVVU-TV	24	11	58	28
KTNV-TV (A)	22	30	13	12
EUGENE (127)				
KVAL-TV (N)	42	34	38	44
KEZI-TV (A/C)	23	31	22	18
KOIN-TV (C) (Portland)	11	12	12	15
KPTV (Portland)	6	4	6	5
KOBI-TV (A/C) (Medford)	5	7	6	5
WAUSAU-RHINELANDER (128)				
WSAU-TV (C)	43	38	41	42
WAOW-TV (A)	26	28	21	26
WAEO-TV (N)	11	12	15	10
WEAU-TV (N) (La Crosse)	9	11	6	10
FORT MYERS-NAPLES (129)				
WINK-TV (C)	35	33	39	40
WBBH-TV (N)	29	25	18	31
WEVU-TV (A)	13	18	17	9
WTOG-TV (St. Petersburg)	4	3	4	4
WXLT-TV (A) (Sarasota)	3	4	—	—
WHEELING-STEUBENVILLE (130)				
WTRF-TV (C)	31	31	29	32
WTOV-TV (N/A)	29	30	18	20
WTAE-TV (A) (Pittsburgh)	11	16	10	12
WPGH-TV (Pittsburgh)	7	3	3	8
KDKA-TV (C) (Pittsburgh)	6	6	10	9
WIIC-TV (N) (Pittsburgh)	5	5	19	5
CORPUS CHRISTI (131)				
KIII (A)	34	34	45	38
KZTV (C)	30	29	17	23
KRIS-TV (N)	25	27	28	20
KORO-TV	3	3	1	3
YAKIMA (132)				
KIMA-TV (C)	32	31	36	40
KAPP-TV (A)	24	26	23	19
KNDO-TV (N)	23	27	17	16
TOPEKA (133)				
WIBW-TV (C/A)	38	34	39	39
KTSB (N)	22	25	16	16
KCMO-TV (C) (Kansas City)	9	8	7	14
KMBC-TV (A) (Kansas City)	9	12	9	5
WDAF-TV (N) (Kansas City)	6	6	14	9
COLUMBIA-JEFFERSON CITY (134)				
KOMU-TV (N)	33	33	26	34
KRCG-TV (C)	32	30	39	28
KCBJ-TV (A)	12	15	15	10
COLUMBUS-TUPELO (135)				
WTVA (N)	45	41	46	48
WCBI-TV (C)	25	30	32	20
WTBS (Atlanta)	4	4	3	3
WHBQ-TV (A) (Memphis)	3	5	2	2
WMC-TV (N) (Memphis)	3	2	5	6
WREG-TV (C) (Memphis)	3	3	1	3
TRAVERSE CITY-CADILLAC (136)				
WWTV (C)	34	34	25	35
WPBN-TV (N)	27	27	25	28
WGTU-TV (A)	16	21	14	11
WZZM-TV (A) (Grand Rapids)	5	4	8	4
ROCHESTER-MASON CITY-AUSTIN (137)				
KAAL (A)	31	31	23	33
KIMT (C)	27	26	30	29
KTTC (N)	19	21	18	15
KEYC-TV (C) (Mankato)	4	4	4	5
WCCO-TV (C) (Minneapolis-St. Paul)	4	4	4	4
ERIE (138)				
WICU-TV (N)	38	33	33	39
WJET-TV (A)	25	28	38	24
WSEE (C)	20	25	14	18
BLUEFIELD-BERKLEY-OAK HILL (139)				
WVVA-TV (N)	36	35	22	32
WOAY-TV (A)	19	18	21	13
WCHS-TV (C) (Charleston)	9	12	22	10
WDBJ-TV (C) (Roanoke)	8	9	9	9
WSAZ-TV (N) (Huntington)	7	7	5	8
WTBS (Atlanta)	5	4	2	5
WOWK-TV (A) (Huntington)	4	3	4	10
WCYB-TV (N) (Bristol-Johnson City-Kingsport)	3	3	3	3
TALLAHASSEE (140)				
WCTV (C)	54	48	56	66
WALB-TV (N/A) (Albany)	16	17	11	12
WECA-TV (A)	10	14	9	6
WTBS (Atlanta)	6	5	4	6
WMBB-TV (N) (Panama City)	4	5	7	2
McALLEN-BROWNSVILLE (141)				
KGBT-TV (C/N)	38	33	37	43
KRGV-TV (A)	35	39	31	30
XRIO	8	6	10	6
BOISE (142)				
KTVB (N)	38	35	39	36
KBCI-TV (C)	27	29	32	34
KIVI (A)	22	25	14	18
MINOT-BISMARCK-DICKINSON (143)				
KFYR-TV (N/A)	49	42	48	51
KXMC-TV (C/A)	31	37	33	27
RENO (144)				
KOLO-TV (A)	28	32	15	20
KTVN-TV (C)	24	24	40	31
KCRL-TV (N)	24	25	17	21
MACON (145)				
WMAZ-TV (C/A)	53	43	52	55
WCWB-TV (N)	14	24	4	5
WTBS (Atlanta)	7	8	9	4
WTVM (A) (Columbus)	7	9	12	6
WXIA-TV (A) (Atlanta)	5	5	6	6
WSB-TV (N) (Atlanta)	3	2	4	4
CHICO-REDDING (146)				
KRCR-TV (A/N)	31	33	35	24
KHSL-TV (C/N)	25	26	21	24
KCRA-TV (N) (Sacramento)	10	9	6	14
KTVU (Oakland-San Francisco)	6	5	4	8
KBHK-TV (San Francisco)	3	1	3	5
KOVR (A) (Stockton-Sacramento)	3	4	5	1
KXTV (C) (Sacramento-Stockton)	3	3	7	4
BANGOR (147)				
WABI-TV (C)	35	32	51	44
WLBZ-TV (N)	30	29	26	26
WVII (A)	18	23	7	10
WCSH-TV (N) (Portland)	3	3	2	2
QUINCY-HANNIBAL (148)				
KHQA-TV (C)	37	36	29	41
WGEM-TV (N)	36	38	47	31
KTVO (A) (Ottumwa, Ia.)	7	8	5	7
WQAD-TV (Moline)	3	4	4	2
ODESSA-MIDLAND (149)				
KOSA-TV (C)	35	32	34	39
KMID-TV (N)	33	33	28	30
KMOM-TV (A)	14	22	18	3
ALBANY, GA. (150)				
WALB-TV (N/A)	57	50	46	59
WCTV (C) (Thomasville, Ga.-Tallahassee)	14	18	13	12
WTVM (C) (Columbus)	7	10	8	5
WRBL-TV (C) (Columbus)	5	5	7	5
WTBS (Atlanta)	5	4	4	5
WMAZ-TV (C/A) (Macon)	3	4	4	3

These are the May sweeps household audience share averages for the area of dominant influence for the full telecast day, prime time, access and early fringe in markets 101 through 150. The figures were compiled for ADVERTISING AGE from the Arbitron books by a veteran tv researcher. Markets are listed in total tv households rank order, and stations, in the order of their sign-on to sign-off ranking in each market.

In EDT and PDT areas, prime time is 8 p.m. to 11 p.m., seven days a week. Access time is Monday-Friday, 7:30 p.m. to 8 p.m. and early fringe is Monday-Friday, 4:30 p.m. to 7:30 p.m. In CDT and MDT zones, each is one hour earlier. The Arbitron book notes that some stations are on the air longer than others.

Initials in parentheses indicate network affiliation with ABC, CBS or NBC; stations without initials are indies.

These lists include local network affiliates and share runners-up in each market, whether local indies or distant stations, affiliated or independent. Not all stations are listed. A blank under any column indicates not reported.